

Dear Commissioners,

Any easing of the rules that would allow for more concentration in the media (Television & Radio) should be opposed by all commissioners. By creating more of an oligopoly structure, advertising rates would likely rise due to the decrease in competition. No doubt, media operators suggest that greater efficiencies could be found from running larger networks. Even if the greater returns to scale could be achieved, it would only be from media outlets using the same content. Thus, cost savings would be born by consumers who find themselves with less choice. Additionally there is no guarantee that media operators would pass any savings on to advertisers as less competition could easily find media conglomerates acting as an unspoken cartel. Thus, rising prices and less diversity is a probable scenario if this proposal is adopted. I urge you therefore to let the industry remain competitive by reducing industry concentration rather than adopting this detrimental proposal. Thank you for your attention to this matter.